



AeroGarden®





PROJECT OVERVIEW

RESEARCH FINDINGS

BRAND GOAL

BRAND PROMISE

MESSAGING STRATEGY

BRAND IN ACTION

PROJECT OVERVIEW //

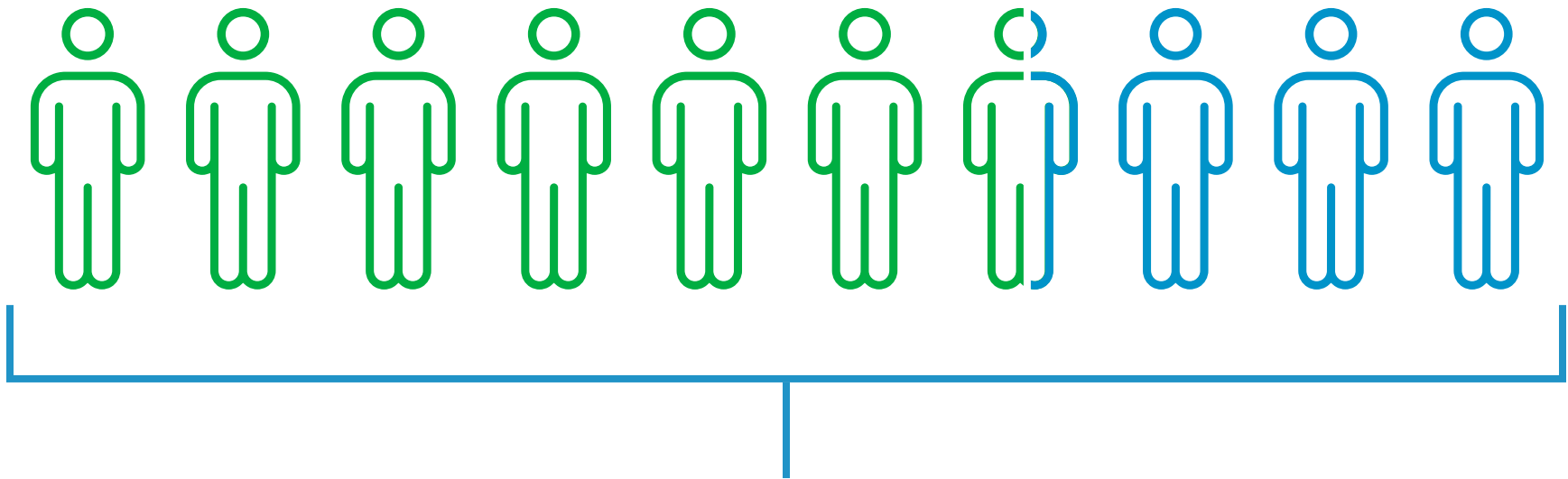


The background of the slide features a top-down view of fresh green leaves and small brown seeds scattered across a white, horizontally-grained wooden surface. The leaves vary in shape, including smooth-edged spinach-like leaves and deeply lobed arugula leaves. The seeds are small, oval-shaped, and light brown. The overall composition is clean and natural, suggesting a focus on health and nutrition.

RESEARCH FINDINGS

THE SITUATION // AGING DEMOGRAPHIC

The current gardening demographics are quickly aging and the market will get smaller as years pass



66%

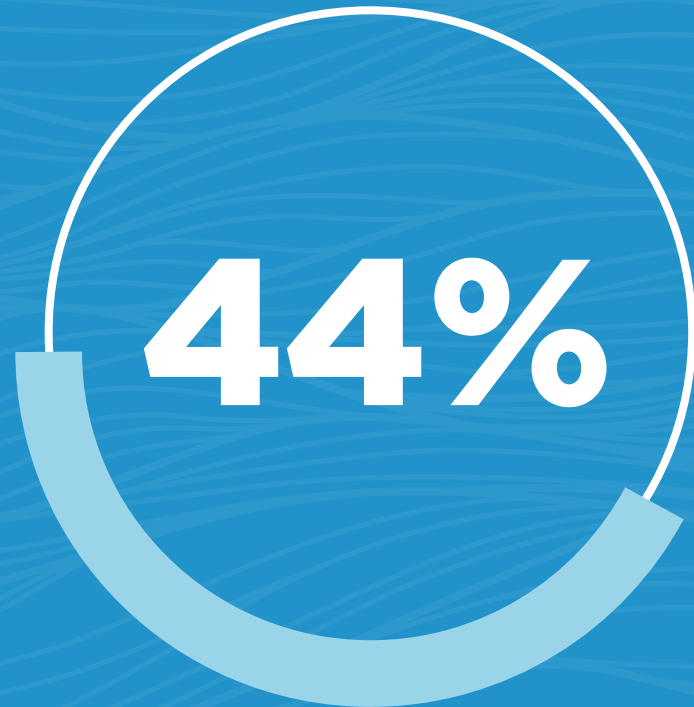
**OF THE CURRENT
“GARDENING ENTHUSIAST”
POPULATION IS OVER 45**

Source: Hitwise Audience View

THE SITUATION //

The market of potential gardeners is slim

OF PROSPECTIVE CUSTOMERS:



THE GENERAL POPULATION IS 44% LESS LIKELY TO GARDEN INDOORS AND 10% LESS LIKELY TO GARDEN OUTDOORS RELATIVE TO EXISTING AEROGARDEN CUSTOMERS

Source: Qualtrics Prospective Customer Panel; n=1000

**OPPORTUNITIES //
WHEN THEY KNOW YOU, THEY LOVE YOU.**

OF EXISTING CUSTOMERS:



**88% ARE LIKELY TO
PURCHASE ANOTHER ONE**

**72% ARE LIKELY TO
PURCHASE AS A GIFT**

**95% WOULD RECOMMEND
AEROGARDEN TO A FRIEND**

Source: Qualtrics Current Customer Panel; n=1000

OPPORTUNITIES //

Gardening interest overlaps with other lifestyle interests like culinary, health and DIY interests that would see value from an AeroGarden



THERE IS UNTAPPED MARKET POTENTIAL

Source: Hitwise Audience View

AEROGARDEN CREATORS //

These AeroGarden audiences each have different demographics and interests, but share unique interests that open the market up to a variety of new AeroGardeners.



HERB GROWERS

PRIMARY

Index high: 45+

Time spent online: weather, retail sites, DIY sites (Etsy), social sites (Pinterest)



CULINARY

SECONDARY

Index high: 25-34

Time spent online: DIY social sites (Etsy, Pinterest), entertainment sites (Hulu + Netflix), news sites



HEALTHY HOLISTICS

SECONDARY

Index high: 35-44

Time spent online: DIY social sites (Etsy, Pinterest), entertainment sites (Hulu + Netflix), news sites



DIY-ERS

TERTIARY

Index high: 45+

Time spent online: DIY social sites (Etsy, Pinterest, Reddit), news sites, retail sites, viral content sites (imgur)

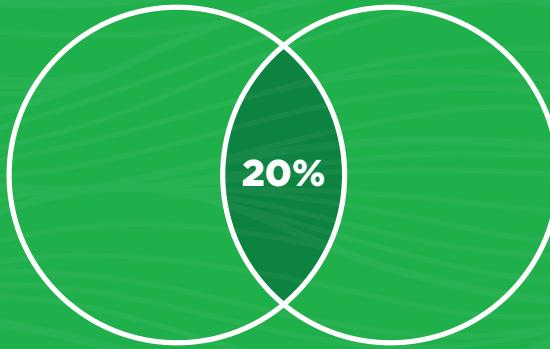
Source: Hitwise Audience View

AUDIENCE INTEREST OVERLAP //



HERB GROWERS - CULINARY

people that garden for fun who also enjoy cooking for fun



HERB GROWERS - DIY-ERS

People that garden for fun who are also DIY-ers



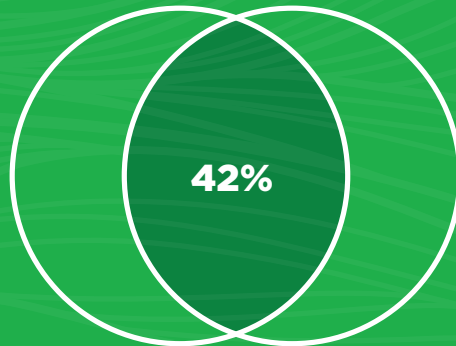
DIY-ERS - HERB GROWERS

People who are DIY-ers that also garden for fun



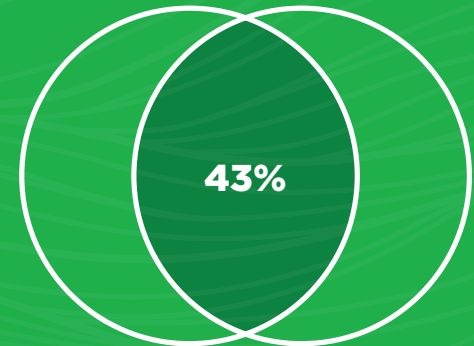
CULINARY - DIY-ERS

People that cook for fun who are also DIY-ers



HEALTHY HOLISTIC - HERB GROWERS

People who are healthy Holistics who garden for fun



HEALTHY HOLISTIC - CULINARY

People who are healthy Holistics who cook for fun

Source: Hitwise AudienceView

SHARED VALUES //

Despite differences in interests, all audiences share common values that motivate them to create.



**INSPIRATION
COMMUNITY
KNOWLEDGE
INNOVATION
WELL-BEING**

BRAND GOAL //

BRAND GOAL

**INCREASE THE USE OF PLANTS IN
EVERYDAY LIFE BY GROWING THE
AEROGARDEN COMMUNITY AND BRINGING
AEROGARDENS INTO MORE HOMES**

How we do this: Make the AeroGarden an active part of gardening and other aligning lifestyles, create a community of creators who share and grow together, and reclassifying the AeroGarden from a smart/counter-top garden to an In-home Garden System.



BRAND GOAL //



Show the beauty and quality of outputs



Leverage desire for social engagement

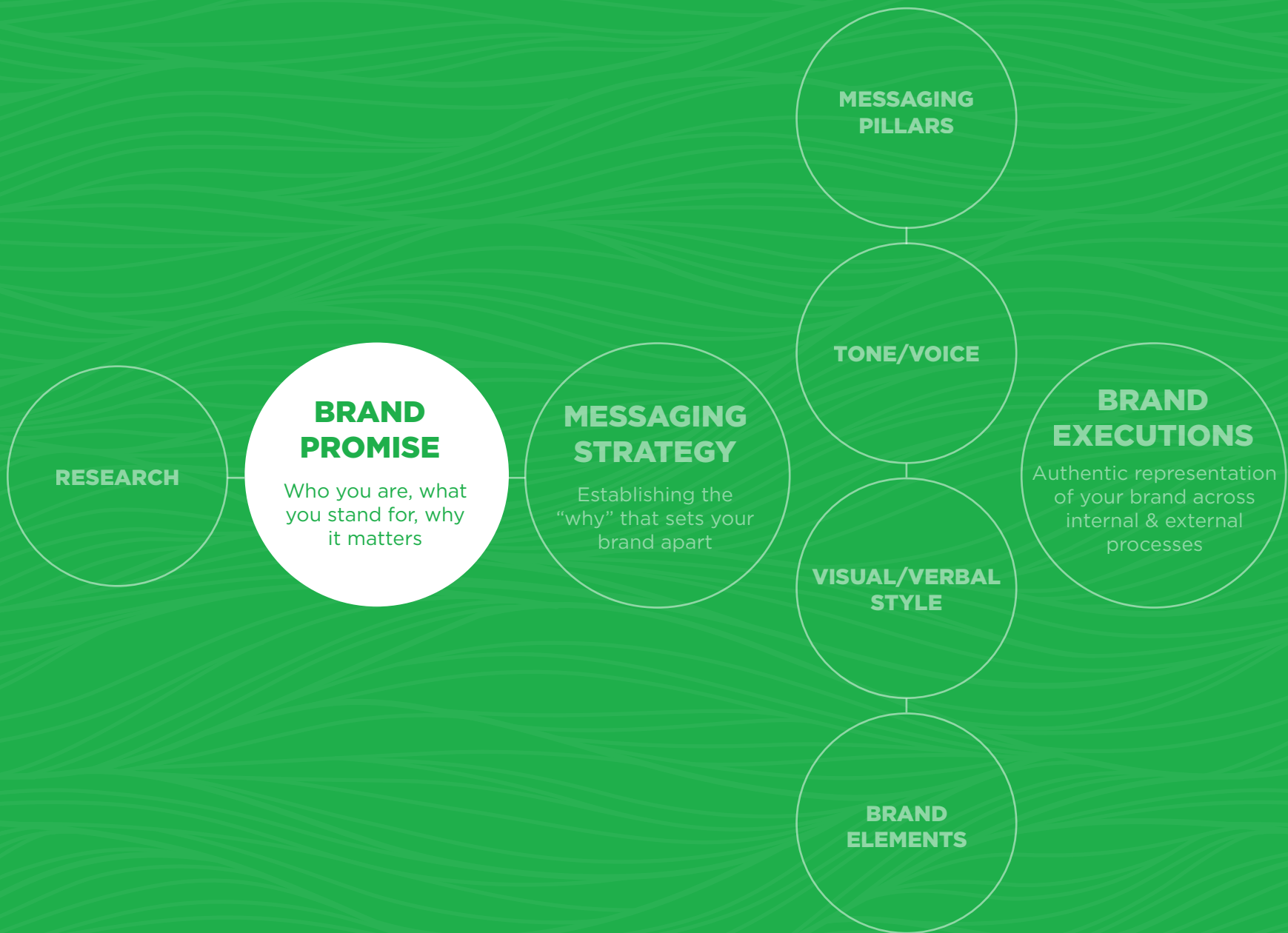


Ignite the shared values across audience interests

BECOME MORE INTEGRATED INTO CONSUMER LIFESTYLES



**CREATING THE
BRAND PROMISE**



MISSION //

The mission is a declaration of why a business or product exists and establishes a basis for the belief system that transcends your brand experience.



**TO BRING THE MAGIC OF GARDENING
IN-HOME ALL YEAR-ROUND, AND TO
INSPIRE AND ENABLE PEOPLE TO ENHANCE
THEIR FOOD, THEIR HOMES, AND THEIR
LIVES THROUGH A SIMPLE AND DAILY
CONNECTION TO WHAT THEY GROW.**

VISION //

The vision is the aspirational description of what an organization would like to achieve or accomplish and should serve as the guide for any current and future courses of action.



SUCCESS MEANS AN AEROGARDEN IN EVERY HOME.

A world where in-home garden systems are a natural extension of consumers' lives and homegrown food and flowers are an essential part of their lifestyles.

Supported by a passionate, loyal, and ever expanding AeroGarden community, we will constantly deliver value for all stakeholders with a commitment to quality products, customer and consumer engagement, superior service, and continued market innovation.

POSITIONING //

This identifies your place in the market, what differentiates you from the competition, drives your strategy and communicates your core brand message to your audiences at every interaction.



AeroGarden is the in-home garden system for anyone who aspires to enhance their food, their home, and their life. Born from the desire to have easy access to fresh plants year-round, we create a versatile, functional, and well-designed system that brings the benefits of growing plants into the home and produces beautiful and delicious rewards without any guesswork, guaranteed.

Who we are: AeroGarden

Target Market: Everyone, anyone who wants to grow, for any reason.

Competition: (implied) Outdoor gardening, lesser hydroponic systems, counter-top hogs.

Differentiator: Easy access to plants all year

Differentiator: No guesswork

RTB: Versatility and design

RTB: Guarantee

STORY //

This is your manifesto; written in the tone, voice, and personality of your brand.



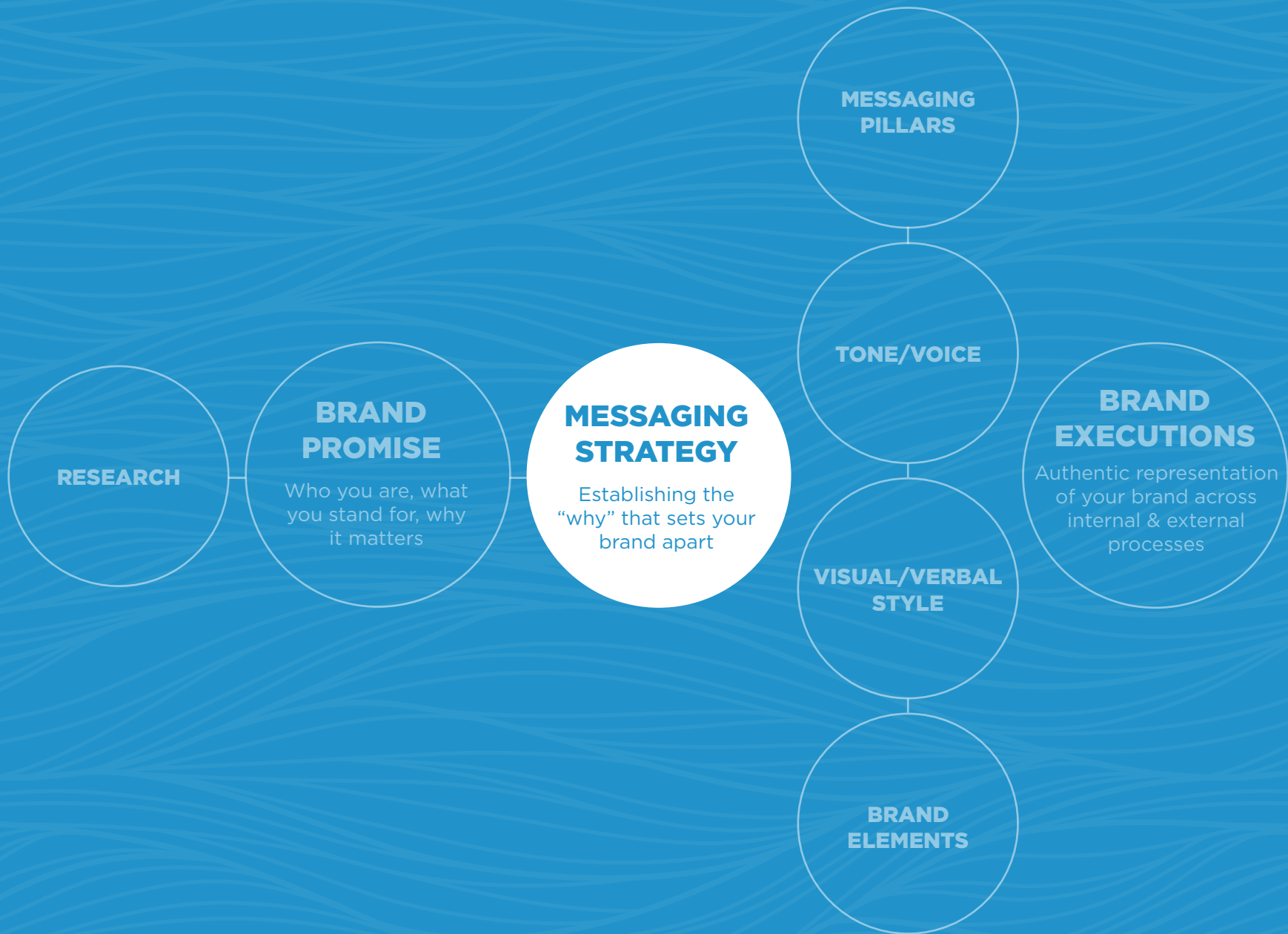
PLANTS ARE, SIMPLY PUT, AMAZING. First and foremost, they feed us. Plants also reduce stress, and increase concentration, productivity, and creativity. In an on-demand world filled with to-do lists and traffic jams, plants inspire us to slow down and appreciate the “now”. They provide delicious flavors, vibrant colors and rich textures to our lives that promote a healthier, tastier lifestyle.

At AeroGarden we are passionate about growing plants, connecting people, and unlocking the magic of gardening. We believe growing healthy food or cultivating beautiful flowers shouldn't require any measure of “plant whispering.” With AeroGarden, it's simple and fun for anyone to find their green thumb.

So we've made it easy, fast, and foolproof with the ultimate in-home garden system that provides a sophisticated yet uncomplicated way to grow what you love without fail, supported by a community that will share your passion and creativity. We promise. We guarantee it.



MESSAGING STRATEGY



MESSAGING PILLARS //

Messaging Pillars are a guide to help you consistently frame your content. They are the key messages your company wants to communicate in an authentic and recognizable way

INVENTIVE & INDUSTRIOUS

We are scientists, inventors, and professionals who are passionate about our business, our product, and our customer's happiness and success. We bring an industrious tenacity to every opportunity to develop or improve or market our products and their natural inclusion into daily life.

INCLUSIVE

Everyone can grow plants. We embrace and deliver great experiences to a diverse and exciting blend of customers. We're a community of health and happiness seekers connected by a passion for what makes that easier to achieve.

RESULTS

We guarantee results in the form of growth: growth of plants, flavors, passion, connections and community; growth of market, channels, and products. We back it up with unparalleled service to each other and our customers, through lifestyle improvement content, and the promise of a rewarding experience.

APPLYING INVENTIVE & INDUSTRIOUS //

We are scientists, inventors, and professionals who are passionate about our business, our product and customer's happiness and success. We bring an industrious tenacity to every opportunity develop or improve or market our products and their natural inclusion into daily life.

EMPLOYEES

When we come to work, we become part of a “creator community.” By stepping through the doors, we find new ways to help others grow, discover, share and enhance their lives and lifestyles. We are excited to invent and work hard every day, for ourselves and our customers, to foster a world with more plants.

CUSTOMERS

We have a strong passion to grow, invent and live our best life, and we seek to embrace that passion by creating new ways to use AeroGardens in our daily life and connect with other passionate individuals to create together.

INVESTORS

We are charged to inspire the inclusion of plants in daily life. We leverage inventive strategies to build our products and community so that everyone can understand how fresh plants can bring happiness and satisfaction to their lives, and we capitalize on those opportunities to continue growing our community.

APPLYING INCLUSIVE //

Everyone can grow plants. We embrace and deliver great experiences to a diverse and exciting blend of customers. We're a community of health and happiness seekers connected by a passion for what makes that easier to achieve.

EMPLOYEES

All of us at AeroGarden are passionate about in-home gardening and serving those who aspire to grow. Our community—each and every member— provides a valuable voice and helps define who we are and where we will go in the future. They are part of the AeroGarden family and one of our most valuable assets, and should feel that way.

CUSTOMERS

AeroGarden is for anyone who wants to grow for whatever reason. We have created a pathway to success with our easy-to-use products, seed-kit options, and inspiring ways to create and connect to a community of creators. All you have to do is bring passion, and you will fit right in.

INVESTORS

We open our arms to anyone with a passion to grow and bring plants into their lifestyle. We believe that our success is only as strong as the quality of our products and the power of our community, and we welcome all creators to our family and strive to make their experience everlasting.

APPLYING RESULTS //

We guarantee results in the form of growth: growth of plants, flavors, passion, connections and community; growth of market, channels, and products. We back it up with unparalleled service to each other and our customers, through lifestyle improvement content, and the promise of a rewarding experience.

EMPLOYEES

By embracing a results mindset with each of our individual goals, we are contributing daily to the goal of the company— to grow. We apply a results mindset to every challenge and every communication. Positive results, after all, inspire and enable more growth and more success.

CUSTOMERS

We strive to remove all doubt from the AeroGarden process. After all, plants are not here to be complicated, they are here to bring happiness, flavor, passion, connection and community. So, we want to ensure that everyone has positive results with their AeroGarden, and enjoy many beautiful and delicious rewards.

INVESTORS

We focus on our product functionality and customer satisfaction to drive real-world results. With an outcome-oriented approach that focuses on customer and employee needs, both are inspired to engage at a high level, are energized, embrace the community and aspire to achieve meaningful growth.

BRAND VOICE AND TONE //

Use the Brand Voice chart to create the personality and style in which the key messages from the Message Pillars will be delivered

CHARACTERISTIC	DESCRIPTION	DO	DON'T
FUN	There is an excitement, amazement, and wonder that comes with growing plants. Simply put, it's fun! And we bring those little growing miracles to our customers faster and easier. We celebrate the excitement of nurturing something to life and the satisfying success that it brings.	<ul style="list-style-type: none"> • Be excited. • Be encouraging • Use vibrant language that adds color. • Be adventurous. • Show lifestyle imagery and outcomes. 	<ul style="list-style-type: none"> • Use business speak. • Be too scientific or technical where it's not needed. • Force happiness. • Be dull. Be flat.
EASY	Our products—how they work and where they fit into different lifestyles and goals—need to be simply defined for new growers. Product context and benefits will always be visible and customers will be met with simple, everyday language and imagery. We make the product and process approachable and valuable and remove the unknown and intimidating. We have a simple-to-use product, so let's explain it that way.	<ul style="list-style-type: none"> • Provide contextual relevance through images and language that makes it easy for our customer's to see this product fitting into their lifestyles. • Be uncomplicated and straightforward with definitions, explanations, descriptions and instructions. • Be thorough and orderly with quick bits of easy-to-get information. 	Use jargon or terms that need long definitions. Don't assume the beginning indoor gardener knows everything we're talking about.

BRAND VOICE AND TONE //

Use the Brand Voice chart to create the personality and style in which these key messages will be delivered

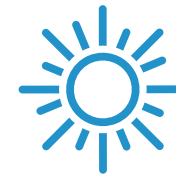
CHARACTERISTIC	DESCRIPTION	DO	DON'T
ASPIRATIONAL	In a general sense, members of the AeroGarden community want to directly contribute to the creation of something that changes their life, and the lives of their families, for the better. It's these aspirations of health and happiness that the AeroGarden inherently delivers on. When our customers successfully bring a plant to life, they experience satisfaction, passion, and positivity. And the physical "fruit" of their labors add to a healthy and productive lifestyle.	<ul style="list-style-type: none"> • Use examples and language that pulls people in and inspires and enables them to grow their passion. • Think like the customer. • Remember that we make this product for the very same reasons people love it. • We need to keep listening and adjusting to different contexts. • Be human. 	<ul style="list-style-type: none"> • Talk at customers. • Don't be cold or uncaring. • Don't be clinical. • Don't be formal.
AUTHENTIC	An AeroGarden is a special experience. We know this and we share the experience with our growing community. Let's speak with the same wonderment and excitement about our product and the benefits we bring to life and use this shared experience to connect with our community.	<p>DO:</p> <p>Be honest about what our gardens do and do not.</p> <p>Be real.</p> <p>Be genuine.</p> <p>Share our own experiences with the AeroGarden community, and encourage them to share back.</p>	<p>DON'T:</p> <p>Be fake.</p> <p>Be "stock".</p> <p>Don't oversell.</p>

FOCUS MORE ON / FOCUS LESS ON //

LESS

**GARDENING ONLY
SUSTAINABLE SYSTEMS
PROCESS OF GROWING
SMART-TECH
TRANSACTION
THE PRODUCT**

MORE



**BEAUTIFUL AND DELICIOUS RESULTS
CULINARY ASPIRATIONS
SOPHISTICATED, NOT COMPLICATED
DESIGN, VERSATILITY AND FUNCTION
LIFESTYLE IMPROVEMENT
EMOTIONAL CONNECTIONS**

FOCUS MORE ON / FOCUS LESS ON //

LESS

**GROW FRESH HERBS &
VEGETABLES YEAR-ROUND!**

30% OFF BOUNTY ELITE WI-FI

**AEROGARDENS ARE FOOLPROOF, SOIL-FREE,
INDOOR GARDENS—SO EASY TO USE ANYONE
CAN GROW LUSH, BEAUTIFUL GARDENS, ALL
YEAR 'ROUND.**

**WI-FI CONNECTED GARDENS
A SMARTER GARDEN IS A BETTER GARDEN**

WELCOME NEW AEROGARDENERS!

MORE

**HEALTHIER, BETTER TASTING
FOOD YEAR-ROUND!**

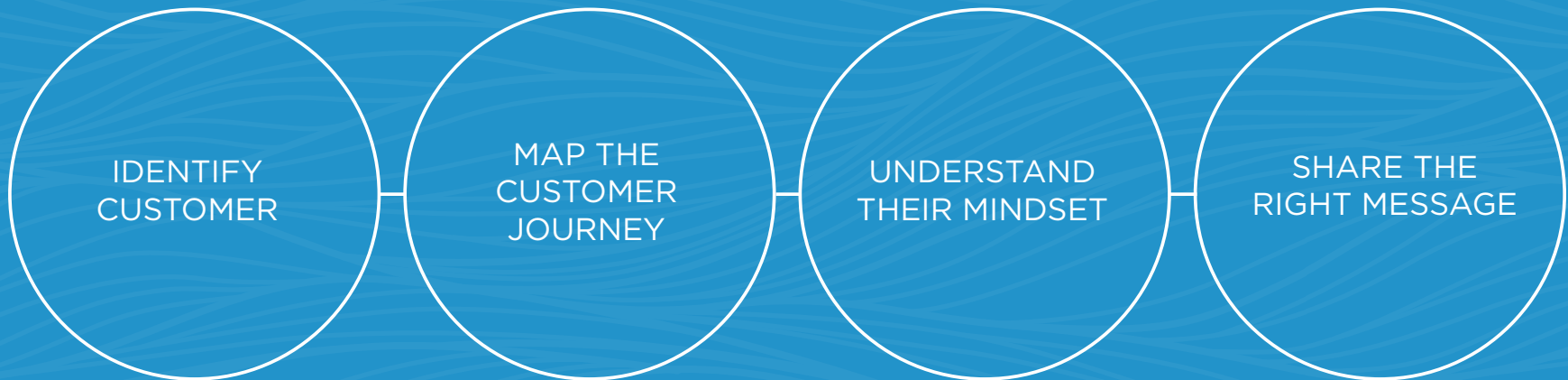
**DISCOVER YOUR GARDENING
PROFILE AND SAVE!**

**GREEN IS THE NEW BROWN...THUMB.
YOU WILL GROW WITH BEAUTIFUL
AND DELICIOUS RESULTS.
WE GUARANTEE IT.**

**YOUR IN-HOME GARDEN SYSTEM.
FOR A HAPPIER, HEALTHIER LIFE.**

WELCOME TO THE FAMILY!

APPLYING TO MESSAGING EXECUTIONS //



IDENTIFY THE CUSTOMER //



BARBARA

57 | HUMAN RESOURCE DIRECTOR

MARRIED | TWO ADULT KIDS |
HHI:\$87K

Shops at: Whole Foods, Natural Grocers,
Costco, Williams Sonoma, Kohl's

Content consumption: Facebook, Pinterest,
Evite, Refinery 29, Seeking Alpha

BARBARA IS A GARDENER, DIY-ER, AND ENTERTAINER:

Outdoor gardener during the summer season; keeps planters with herbs indoors during the non-summer seasons

Loves to cook with husband or host parties on the weekends

Strives to make fresh dishes with produce from her garden or local market

Loves HGTV shows and decorating her house to match various occasions

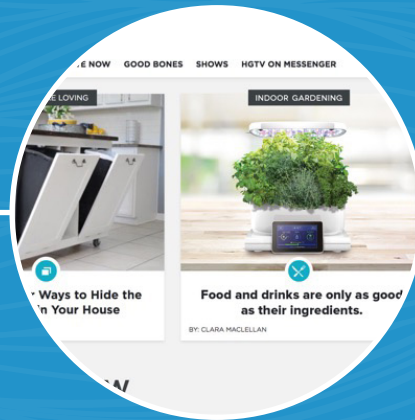
MAP THE CUSTOMERS JOURNEY //

Barbara's Journey with AeroGarden



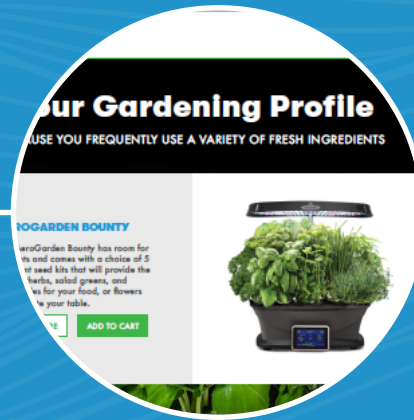
IN-STORE EXPOSURE

Retail/E-tail



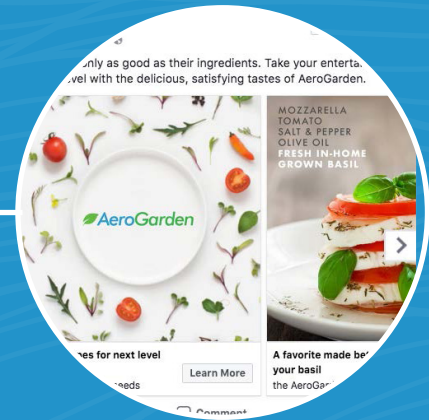
HGTV ARTICLE

Digital



WEBSITE PRODUCT SELECTOR

Brand Website



DYNAMIC FACEBOOK CAROUSEL AD (RETARGETING)

Digital

PURCHASE

SHARE THE RIGHT MESSAGE //

AWARENESS THROUGH STORE EXPOSURE

Barbara frequently passes the AeroGarden store display when she is in Williams-Sonoma as has always thought it would be an interesting item to have since she loves her garden so much, but has never picked it up.

KEY MESSAGES LEVERAGED:

- Inventive
- Results



SHARE THE RIGHT MESSAGE //

ENTERING LIFESTYLES THROUGH TARGETED CONTENT

Barbara sees a feature story about the AeroGarden on the HGTV website one day when she is visiting the site written by one of her favorite home décor and organization bloggers, Melissa George. The article shows six different “summer during winter” meals that Melissa made using the fresh produce from her AeroGarden Bounty Elite for her themed winter dinner party.

KEY MESSAGES LEVERAGED:

- Inventive
- Results

The screenshot shows the HGTV website homepage. At the top, there is a navigation bar with the HGTV logo in the center, a search icon on the right, and a menu icon on the left. Below the navigation bar, there are four links: "TOUR HGTV SMART HOME 2018", "HGTV ULTIMATE OUTDOOR AWARDS: VOTE NOW", "GOOD BONES", "SHOWS", and "HGTV ON MESSENGER". The main content area features three article cards. The first card is titled "20 Fresh Design Ideas for Arbors, Arches + Pergolas" by Maria Conti, with a category label "OUTDOORS" and a photo of a pergola. The second card is titled "35 No-Brainer Ways to Hide the Ugly Stuff in Your House" by Clara MacLellan, with a category label "WHAT WE'RE LOVING" and a photo of a kitchen island. The third card is titled "Throw a Summer Dinner Party Year Around with AeroGarden!" by Melissa George, with a category label "ENTERTAINING" and a photo of an AeroGarden.

OUTDOORS

20 Fresh Design Ideas for Arbors, Arches + Pergolas

BY: MARIA CONTI

WHAT WE'RE LOVING

35 No-Brainer Ways to Hide the Ugly Stuff in Your House

BY: CLARA MACLELLAN

ENTERTAINING

Throw a Summer Dinner Party Year Around with AeroGarden!

BY: MELISSA GEORGE

SHARE THE RIGHT MESSAGE //

DRIVING CONSIDERATION THROUGH EASE AND RELEVANCE

Barbara is intrigued and clicks through to the website. She sees a “Product Selector” that takes her through a short quiz to match her with the right garden. It turns out that Melissa is her favorite for a reason – her gardening profile shows that the best product for her is the AeroGarden Bounty. Based on her answers the page also shows her the seed pod kits that will fit best for her cooking and entertaining interests. She loves that she can grow herbs but is also intrigued by the “Cocktails and Mocktails” herb kit that would be perfect for her parties. She spends way too much time looking at the recipes and closes the website because she is running late for work.

KEY MESSAGES LEVERAGED:

- Inventive
- Inclusive
- Results

AeroGarden

Your Gardening Profile

BECAUSE YOU FREQUENTLY USE A VARIETY OF FRESH INGREDIENTS

AEROGARDEN BOUNTY
The AeroGarden Bounty has room for 9 plants and comes with 10 discs of 5 different seed kits that will provide the fresh basil, salad greens, and vegetables for your food, or flowers to decorate your table.

[LEARN MORE](#) [ADD TO CART](#)

BECAUSE YOU FREQUENTLY COOK TO ENTERTAIN

CUSTOM HERB KIT
Create an herb blend of your choosing with our Custom Herb Seed Pod Kit. Pick a variety of seed kits to grow your very own herbs that will inspire your meals and beverages.

[LEARN MORE](#) [ADD TO CART](#)

COCKTAILS & MOCKTAILS KIT
Enjoy the most flavorful, fresh beverages with a hand-picked blend of herbs for cocktails and mocktails. Kick your beverages up a notch as you muddle, infuse, and garnish with unique green herbs.

[LEARN MORE](#) [ADD TO CART](#)

CHERRY TOMATO KIT
Vine ripened, in-home grown, fresh and oh-so-fragrant. Nature's best for snacking or salads.

[LEARN MORE](#) [ADD TO CART](#)

HEIRLOOM SALAD GREENS KIT
Salads don't have to be just a green mix. Elevate things up with a custom blend of six unique salad green varieties that are easy to grow. The heirloom salad green kit includes 6 mix exotic varieties, including Black Seeded Simpson, Deer Tongue, Paris Island and more.

[LEARN MORE](#) [ADD TO CART](#)

CUSTOM TOMATO & PEPPER KIT
The Custom Tomato & Pepper Seed Pod Kit features three different pepper and two different tomato varieties to choose from: Jalapeno, Thai, Purple Sugar, Golden Harvest, Red Marconi. Whatever your culinary mood, there's so much spice, sweetness, color and flavor as you want to add to your dishes.

[LEARN MORE](#) [ADD TO CART](#)

WHAT CAN I MAKE WITH THESE KITS?

[Click HERE to explore recipes](#)

SHARE THE RIGHT MESSAGE //

CAPITALIZING ON RELEVANT INTEREST TO DRIVE PURCHASE

The next day, Barbara is scrolling through her Facebook feed and she sees an interesting Facebook ad for the AeroGarden Bounty that she was looking at the day before. This is a scrollable Facebook ad that shows her the custom herb and cocktail/mocktail seed kits paired with a caprese salad and Moscow mule with links to the recipes on the AeroGarden site. She sees the Bounty in the final screen and decides to click through to the website and purchase the Bounty and the custom herb seed pod kit.

KEY MESSAGES LEVERAGED:

- Inventive
- Results

AeroGarden
Sponsored · 🌱

👍 Like Page

Recipes are only as good as their ingredients. Take your entertaining to the next level with the delicious, satisfying tastes of AeroGarden.

Simple recipes, next-level taste
The secret is in the seeds [Shop Now](#)

Made better with your basil
Custom Herb Kit [Shop Now](#)

A Mule with a fresh mint kick
Cocktail & Mocktail Herb kit [Shop Now](#)

Tasty-fresh at your fingertips
Your in-home garden system [Shop Now](#)

👍 Like 💬 Comment ➦ Share



RECIPE FOR SUCCESS IN CREATIVE EXECUTION

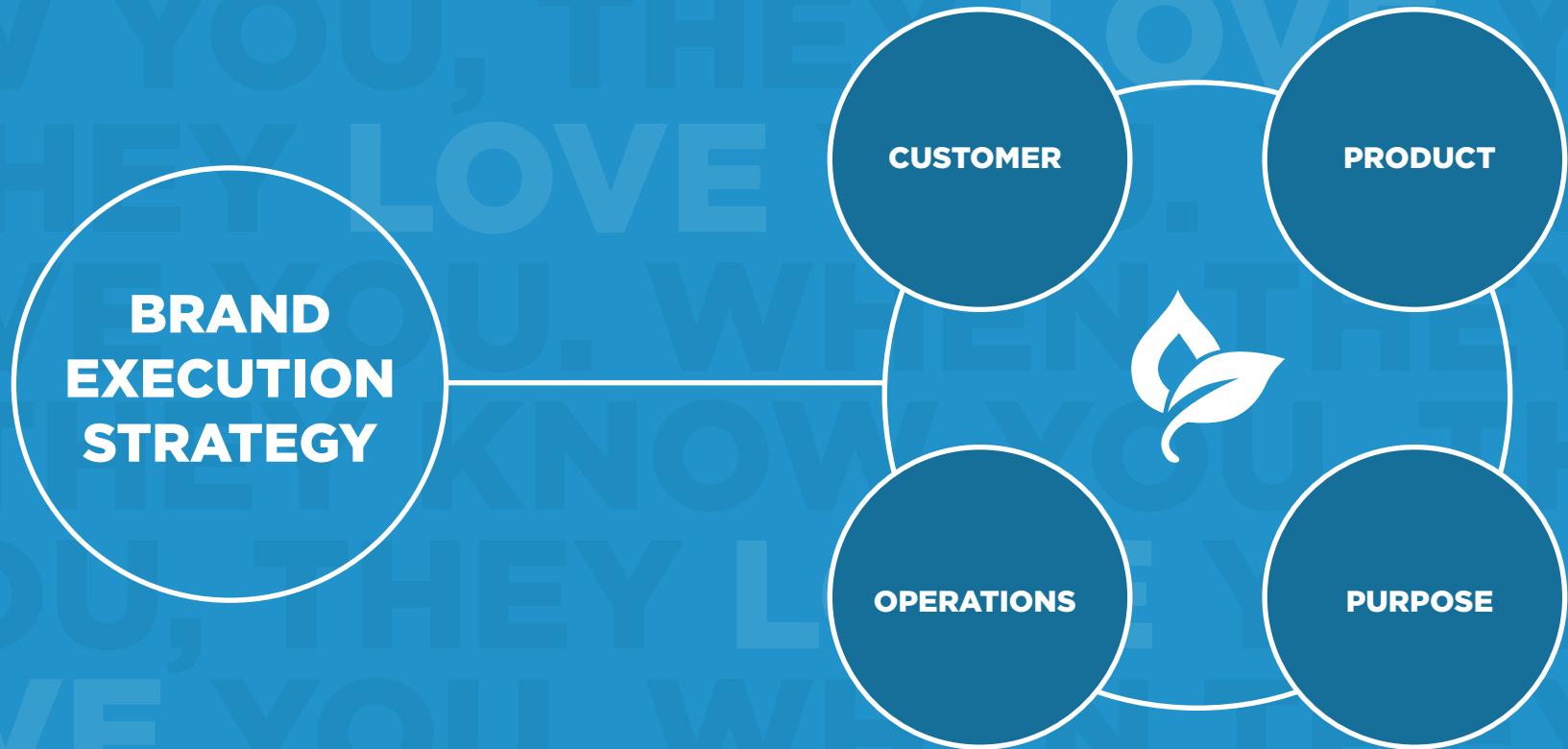
- All executional strategies ladder up to brand promise and messaging pillars
- Journey is easy and consistent across any touchpoint the consumer engages with
- Product and outputs are featured in lifestyle context
- Understanding customer interests and behaviors
- Messaging is contextually relevant by channel
- Don't forget: the journey continues after the purchase, so post-purchase touchpoints should also be considered under the same promise and pillars

The image features a variety of fresh green herbs and leafy vegetables scattered around the central text. The herbs include flat-leafed varieties like parsley and basil, feathery dill, and textured leaves like sage and mint. The colors range from vibrant green to a slightly darker, more muted green, all set against a plain white background.

BRAND IN ACTION



BRAND EXECUTION STRATEGY //



CUSTOMER //

#1 THING: DELIVER WHAT YOU PROMISE

INTERACTIONS

Understand their journey. Map the opportunities to interact with your customer and what they might be thinking, feeling and doing at that moment. Create engagement points and messaging relevant to the situation

Find them where they are and make your message relevant and valuable

Fit their lifestyle, don't make them fit your product

Show results and value

USAGE

Understand and internalize how the product is used and any common pain points or needs

Keep it easy and inviting to all

Show relevance in key lifestyle settings

FEEDBACK

Truly listen to your customers, even if it is not what you want to hear. Track and monitor changes in softer metrics like satisfaction and Net Promoter to quickly identify and resolve issues

Embrace feedback with an industrious mindset. Your customers will find more value in helping co-create solutions

Identify customer issues, weigh value and level of effort, and make a conscious effort to address high-value issues as often and as quickly as possible

CONNECTIONS/COMMUNITY

Encourage sharing and co-creating

Embrace opportunities to inspire

PRODUCT //

DEVELOPMENT

Bring the experience and engineering mindsets together to create for the customer

Engage front-line employees in creating products. Incentivize contribution and collaboration in product concepting, design and enhancement

Engage the customer and retail stakeholders to offer ideas for product design

Adopt the “agile” mindset. Limit over-investment unless there is clear emotional benefit to the customer and financial benefit to the company

DESIGN

Design for customer usage. Do quarterly or mid-year refreshes of customer profiles

Build a cross-team working group to plan designs around high-value/high-opportunity customers

Constantly weight cost/benefit of design elements. What do we think X design will bring? *e.g. More sales? Higher satisfaction? More referrals? Better results?* How does this compare to the cost of development?

RESULTS

Assess the value to the customer and retailer in the long run. *e.g. How will this innovation help provide a higher-quality end product? Grow within or outside of our targeted customer market?*

Monitor *soft and hard metrics* around your product. Cost is important, but product ratings, customer service call volume and product satisfaction are critical metrics to track on a quarterly or annual basis.

OPERATIONS //

EMPLOYEE

Inspire employees of AeroGarden to breathe life into the brand and live the brand values - embed these values into hiring efforts, employee performance management, and employee growth

Create standard metrics around employee fit during screening and hiring

Regularly track and monitor employee satisfaction and engagement metrics. Employees are your best brand advocates, so a strong workplace is critical to becoming a lifestyle brand

Encourage creation and industrious thinking. Incentivize problem-solving, new ideas, and community building within all elements of the corporate culture

SALES

Know your audiences and go where they are. This will require a constant refresh of audiences and a comparison of these audiences to sales data

Adjust your sales pitches to align with key messaging, voice and tone

Strategically align the in-store and online product positioning to align with the in-home garden system vs. a garden or counter-top garden

GROWTH

Ensure each growth strategy fits the mission, vision, and purpose of the company. *Will this strategy make us a stronger in-home gardening system?*

PURPOSE //



Commit yourself to something bigger. AeroGarden does meaningful work and sells a product that improves the health and happiness of its community.

Customers respond to brands that are transparent about their beliefs and show empathy for meaningful issues. Invest in efforts that align with your brand and are valuable to your customers/partners

Actively engage customers, employees and partners – like retailers, investors and stakeholders – in these larger purpose efforts to help them love and live the brand in a larger context